

New SOBRsafe Distributor with 5,000+ Customers Seeks to Replace Breathalyzers with SOBRcheck

In Total, 79 Alcohol Detection Sales Reps Now Selling SOBRcheck to 15,000+ Established Customers

DENVER, CO / April 26, 2023 / SOBR Safe, Inc. (Nasdaq:SOBR) (SOBRsafe™), providers of next-generation transdermal alcohol detection solutions, today announced that it has partnered with **Think Twice** (www.DUIprevention.org) to advocate SOBRsafe's technology to enterprise employers across key commercial markets. Founded in 2016, Think Twice is a leading provider of public safety products and programs throughout the United States and Canada. It serves over 5,000 customers across numerous industries, including occupational safety, medical, military, higher education, grocery, manufacturing, transportation and logistics. Think Twice will encourage customers to replace breathalyzers with SOBRsafe's faster, more hygienic technology for frontline, preventative applications.

"Breathalyzers have myriad different challenges in terms of efficacy, accuracy and reliability," stated Think Twice founder and President Justin Thompson. "Moreover, they present a material health risk, especially in Covid times - the Centers for Disease Control and Prevention has gone on record that breathalyzers could be a means to transmit a bacterial or viral infection. We're using technology that is starting to become more and more antiquated. That's what got me very interested in SOBRsafe's technology - here is an alcohol detection solution that doesn't cause any health risk, and gives people the peace of mind that they are going to a safe work environment."

Justin continued, "There are so many different workplace scenarios where I think that this technology is not only going to prevent issues and liabilities, but save lives. That's where I got really excited about the technology and bringing it to the market, so we can showcase it to our existing clients - and also capture the interest of new ones."

Concluded SOBRsafe Chief Revenue Officer Michael Watson, "Just as we have demonstrated in the American judicial system, SOBRcheck™ is a productive replacement for breathalyzers in many use cases - it is safer, faster and biometrically confirms identity. Justin and Think Twice have been recognized by dozens of state agencies for their innovative approach to public safety and prevention. We believe they are the ideal partner to help secure larger enterprise customers, and they are well-positioned to move the industry beyond breathalyzers, to our next-generation transdermal alcohol detection technology."

A New Era of Alcohol Safety and Support

SOBRsafe's advanced safety management technology SOBRcheck™ hygienically detects and instantaneously reports the presence of alcohol as emitted through the pores of a fingertip -

no breath, blood or urine sample is required, just the touch of a finger. SOBRcheck was awarded the *Occupational Health & Safety* 2022 New Product of the Year – Safety Monitoring Devices, and has received the Child Safety Network Safe Family Seal of Approval.

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About SOBRsafe™

The annual cost of alcohol abuse in the U.S. is **\$249 billion**. Nearly half of all industrial accidents with injuries are alcohol-related, and 1-in-10 U.S. commercial drivers test positive for alcohol (the highest rate worldwide). In response, SOBRsafe™ has developed a proprietary, touch-based identity verification, alcohol detection and cloud-based reporting system. The technology is transferable across innumerable form factors, including stationary access control, personal wearables and telematics integration.

A preventative solution in historically reactive industries, it is being deployed for commercial fleets, workplaces, alcohol rehabilitation and probation management; other intended applications include air and rail, and young drivers. This patent-pending alcohol detection solution helps prevent an intoxicated worker from taking the factory floor or a driver from receiving the keys to a truck, bus or rideshare vehicle. An offender is immediately flagged, and an administrator is empowered to take the appropriate corrective actions. At SOBRsafe, we are **creating a culture of prevention and support**. To learn more, visit www.sobrsafe.com.

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Safe Harbor Statement

Our prospects here at SOBRsafe are subject to uncertainties and risks. This press release contains forward-looking statements that involve substantial uncertainties and risks. These forward-looking statements are based upon our current expectations, estimates and projections about our business, and reflect our beliefs and assumptions based upon information available to us at the date of this press release. In some cases, you can identify these statements by words such as “if,” “may,” “might,” “will,” “should,” “expects,” “plans,” “anticipates,” “believes,” “estimates,” “predicts,” “potential,” “continue,” and other similar terms. These forward-looking statements include, among other things, plans for proposed operations, descriptions of our strategies, our product and market development plans, and other objectives, expectations and intentions, the trends we anticipate in our business and the markets in which we operate, and the competitive nature and anticipated growth of those markets. We caution readers that forward-looking statements are predictions based on our

current expectations about future events. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions that are difficult to predict. Our actual results, performance or achievements could differ materially from those expressed or implied by the forward-looking statements as a result of a number of factors including, but not limited to, the risks and uncertainties discussed under risk factors in our registration statement on Form S-1, (File No. 333-267882) as well as our other filings with the SEC. We undertake no obligation to revise or update any forward-looking statement for any reason.

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